Advance renewal response through ~~10/31~~ 11/29

	Mailed	Gross	% Gross	Net	% Net	% Paid	Cash	% Cash	Cash $	Bill Paymnt $	Credit $	Total $
TOTAL	11,294	3,182	28%	2,513	22%	79%	2,276	72%	$76,854	$7,892	$31,299	$108,153

what is these w/ exh?

500,000 100,000

150,000 issues

JACOBS SUCHARD

New Business Strategy

- Establish global brands
- Establish Europe-wide key account management and net/net pricing
- Establish global manufacturing and logistics network

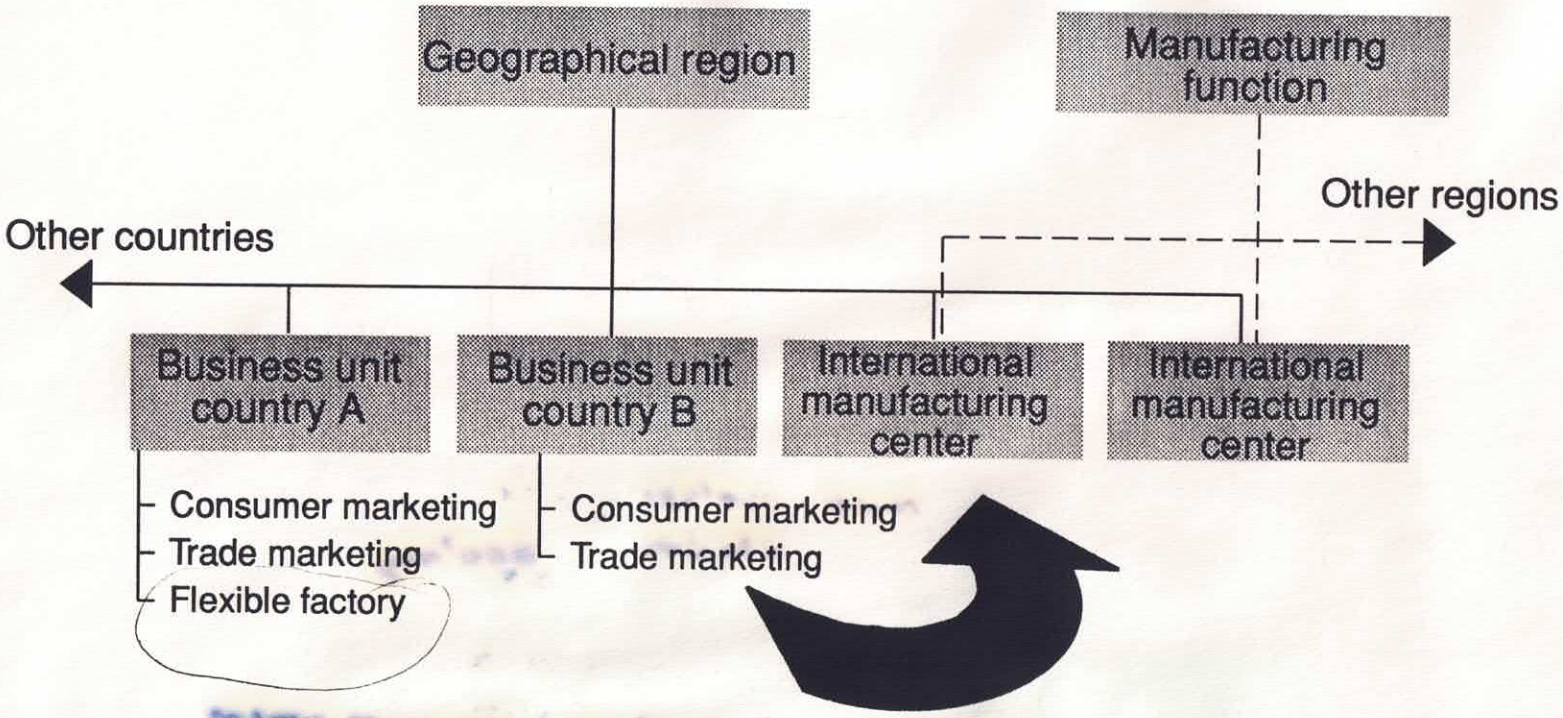
Advance renewal response through 10/31

	Cash $/ order	Credit$/ order	Gross$ /order	Promo Cost	BRE cost	Gross Prof/Loss	Net Prof/Loss	Gross P/L/Sub	Net P/L/sub
TOTAL	$33.77	$34.55	$33.99	$2,778	$1,050	$104,325	$73,026	$32.79	$32.09

what is fulfillment cost/sub?

JACOBS SUCHARD

Organization



explain

Advance renewal response through ~~10/31~~ 11/15 ?

	Mailed	Replies Gross	% Gross	Net	% Net	% Paid	Cash	% Cash	Cash $	Bill Paymnt $	Credit $	Total $
TOTAL	11,294	3,019	27%	2,331	21%	77%	2,153	71%	$76,854	$6,001	$29,891	$106,745

Cash
2153
Billed

Paid

Pay Up %

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Lessons learned

- Demonstrate management commitment
- Involve general managers and marketing
- Take a realistic time horizon
- Be willing to improvise and take risks
- Remain responsive to business needs during restructuring
- Stay away from marginal thinking
- Break down total problem into distinct parts
- You cannot overdo communication
- Hands-on management

Advance renewal response through ~~10/31~~ 11/15

	Cash $/ order	Credit$/ order	Gross$ /order	Promo Cost	BRE cost	Gross Prof/Loss	Net Prof/Loss	Gross P/L/Sub	Net P/L/sub
TOTAL	$35.70	$34.52	$35.36	$2,778	$996	$102,971	$73,080	$34.11	$33.94

Life at home is getting more satisfying, as we gradually make improvements to the house and we're getting closer to the neighbors all the time. We've joined a local "social club" -- an old Home Guard locale where veterans of WWII are in abundance and willing to recount the glory days of Dunquirke for the mere cost of a pint of bitter. They seem to accept us and are fascinated by us -- we're the youngest people on our block, and Becky is the only Asian.

Due to our long work hours it has been difficult to stay in top physical shape, but we haven't let ourselves go, either. We take every advantage we can of the abundant parklands near our house, especially since we have a new addition to the family -- a 10-month-old mostly Black Labrador puppy. We adopted "Licorice" when he was 12 weeks old. We walked by his cage at the local pound and fell in love with him. He's got a great, affectionate personality, and is the perfect intermediate step before having kids of our own! He really makes us forget a tough day with a couple of wags of his tail.

Married life is still wonderful, and although we have our little disagreements, our visions of the future mesh quite nicely. We are fortunate to be healthy and able to travel together, and have been taking full advantage of all such opportunities. Becky's love gives me great strength, and I hope I provide the same for her. (Lord knows we're gonna need it!)

A steady flow of visitors has supplemented an already-busy travel schedule. My parents came over in June and we spent a week motoring through Scotland, the Lake District and the Cotswolds. Becky's Maid-of-Honor was just in town and we took several day trips to Oxford, Cambridge, Kent, Windsor, etc. With winter on its way Becky + I have promised ourselves to spend more time in the plentiful museums around town, and of course, at the local rugby matches.

I'm looking forward to seeing you all on the 18th, so I'll save any additional "Brit-Bashing" until then (watch out, Jonathan!). However, I will say that I can't wait for an injection of that good old American "CAN-DO" spirit, which definitely is in short supply in England. I'll also be armed with my own anecdotes and updates about new developments in the entertainment business. I really missed out by not attending last year's meeting, and I want to squeeze every minute I can with all of you this time around.

Cheers,

Larry

Advance renewal response through ~~10/25~~ 10/31

	Total $	Cash $/ order	Credit$/ order	Gross$ /order	Promo Cost	BRE cost	Gross Prof/Loss	Net Prof/Loss	Gross P/L/Sub	Net P/L/sub
TOTAL	$83,903	$36.18	$35.00	$35.81	$2,778	$773	$80,352	$54,415	$34.29	$33.97

Advance renewal response through ~~10/25~~ 10/31

	Response					Effort to date	w/ response				
	Mailed	Gross	% Gross	Net	% Net	% Paid	Cash	% %Cash	Cash $	Bill Paymnt $	Credit $
TOTAL	11,294	2,343	21%	1,641	15%	70%	1,602	68%	$57,966	$1,372	$25,937

Advance renewal response through 10/23

	Promo Cost	BRE cost	Gross Prof/Loss	Net Prof/Loss	Gross P/L/Sub	Net P/L/sub
TOTAL	$2,778	$499	$51,350	$37,603	$33.98	$33.72

Advance renewal response through 10/23

	Mailed	Gross	% Gross	Cash	% %Cash	Cash $	Credit $	Total $	Cash $/ order	Credit$/ order	Gross$ /order
TOTAL	11,294	1,511	13%	1,115	74%	$40,879	$13,747	$54,626	$37	$35	$36

832 in 8 dy, or 104/day.